

# Demonstrating Library value:

Appropriate methodologies and practical approaches at the University of Cape Town

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# Introduction

- Demand: academic libraries to articulate their value
- Libraries need to focus on what universities value
- Traditional library statistics & measures do not by themselves demonstrate value



# Value not easily demonstrated

- May be inferred: e.g. from data like attendance or seat occupancy
- Observed: e.g. mining data of what users actually do
- Solicited: by asking in surveys or focus groups
- Or unsolicited: from suggestions or anecdotes.

(Poll, Roswitha. 2012. Can we quantify the library's influence? Creating an ISO impact standard... *Performance Measurement & Metrics* . 13(2):125-126)

# New Library Values project at UCT

- Collaboration between Library & LISC
- “Values Team” appointed
- Some work in progress will be incorporated



# Mission statements show what universities value

UCT values expressed in 4 main points:

- Research-led identity;
- Quality education;
- Africa wide and international connections & partnerships;
- Embracing diversity among both students and staff.

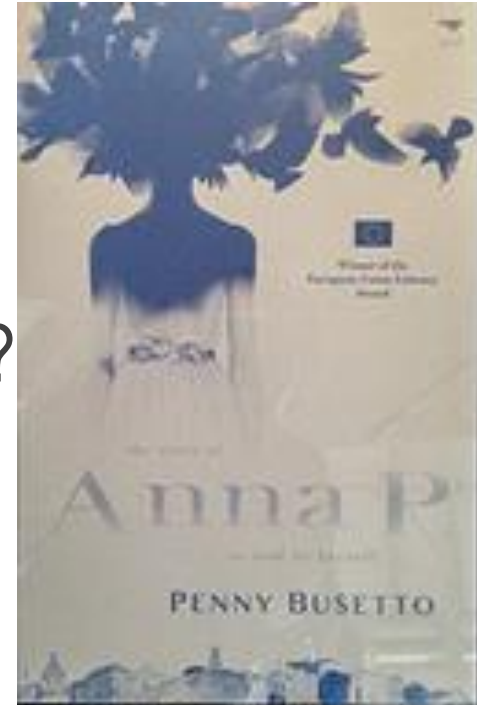
Mission statement:	Library activities	Possible indicators
<b>Research-led identity</b>	<ul style="list-style-type: none"> <li>• Consultation &amp; collaboration between librarians &amp; researchers</li> <li>• Research Commons (RC) supportive space for emerging researchers</li> </ul>	<ul style="list-style-type: none"> <li>• Correlation between use of RC &amp; production of knowledge</li> <li>• Solicited evidence of library impact on research output</li> </ul>
<b>Quality education: undergraduate &amp; postgraduate</b>	<ul style="list-style-type: none"> <li>• Services, facilities &amp; support that students value for their academic work</li> <li>• Establishing links between library use &amp; student achievement</li> </ul>	<ul style="list-style-type: none"> <li>• Surveys in Knowledge Commons (KC) and 24/7 venue about use &amp; value</li> <li>• Data Warehouse project</li> </ul>
<b>Africa-wide &amp; international connections &amp; partnerships</b>	<ul style="list-style-type: none"> <li>• Research Collaboration</li> <li>• UCT unique African materials open to Africa: UCT Institutional Repository; OpenUCT</li> </ul>	<ul style="list-style-type: none"> <li>• Impact on UCTs international rankings</li> <li>• Impact of use of repositories and research data</li> </ul>
<b>Environment embracing diverse student and staff community</b>	<ul style="list-style-type: none"> <li>• Library an intellectual meeting point &amp; welcoming environment: KC &amp; RC</li> <li>• Diverse staff: fluent in different languages</li> </ul>	<ul style="list-style-type: none"> <li>• Multilingual assistance</li> <li>• User-friendly web-presence</li> <li>• Lib@QUAL+</li> </ul>

# Values project - plan of Action:

- Start with Quality education
- Research next – Research Commons
- African & International collaboration being explored with the Research Office
- *LibQUAL+* in August
- Data Warehouse Project being planned in collaboration with ICTS

# Research Commons - planning:

- Postgraduate students & researchers only
- Are users of RC more productive?
  - Soliciting anecdotal evidence
- Does knowledge creation take place here?
  - Users may be identified through card swipes
  - Duplicates on a single day removed
  - “Long tail” shows many repeat visits
  - Match use with student records: do students who work in RC graduate sooner or with more distinctions?





# Two investigations into value of library support for learning

Before end-of-semester examinations 2014:

- Knowledge Commons (KC)
  - Students wait for turns to use computers
- New 24/7 Study venue
  - Overnight & Sundays



# 1. Queues in KC before exams:

- How long are you willing to wait for a pc?
- Year of study & faculty affiliation?
- What are you planning to do?
- How long will you stay?
- What do you like about working here?
- Does working in KC help you get better marks?



## 2. Use of new 24/7 study venue

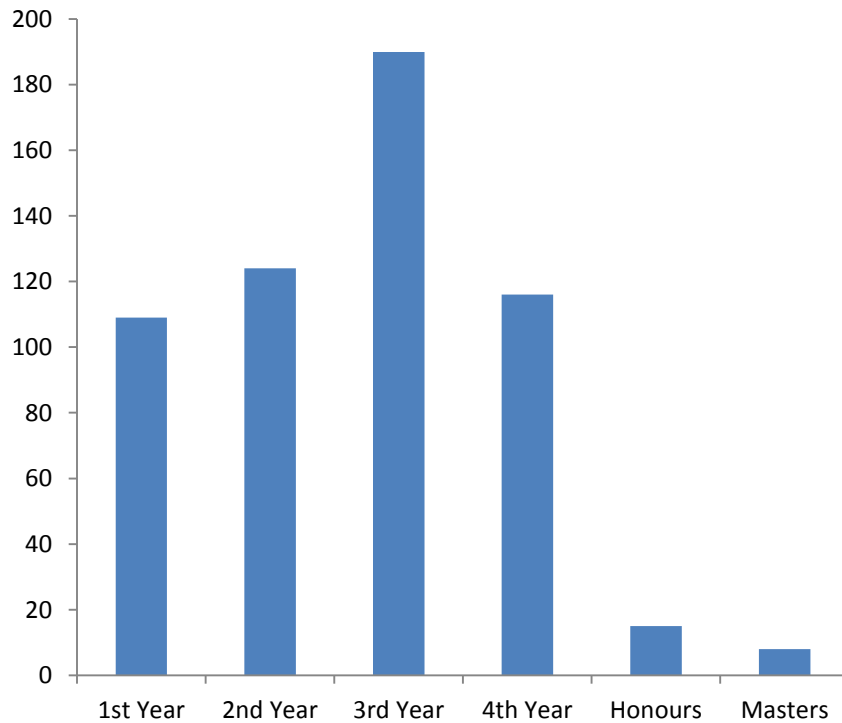


- Who are you?
- What are you planning to do here?
- How long will you stay?
- Device used?
- What do you like about working here?
- Does working here help you get better marks?

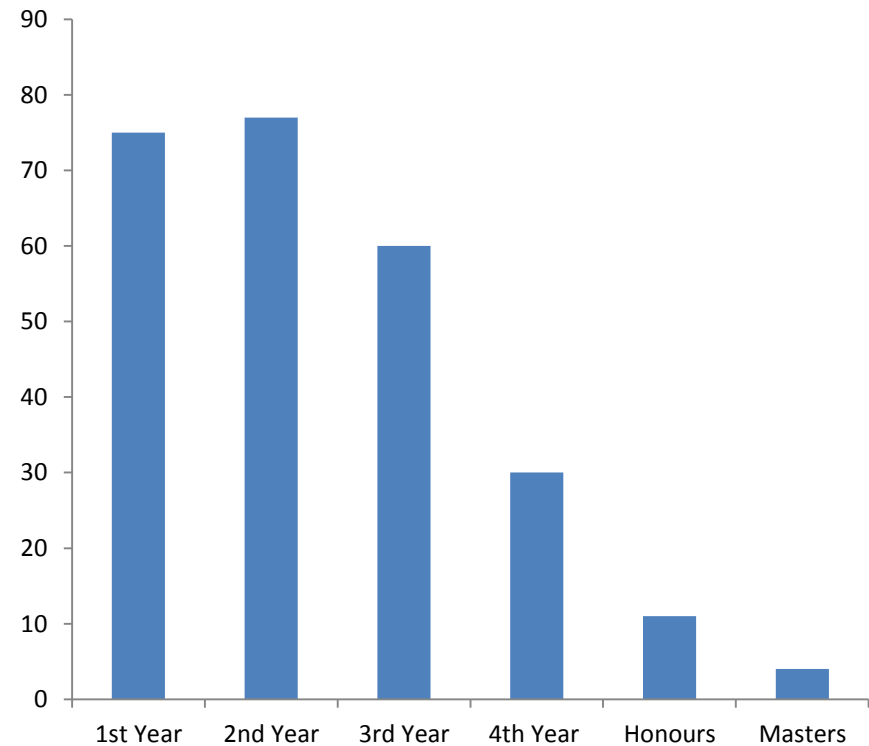
# Year of study?

## Different audiences in two venues?

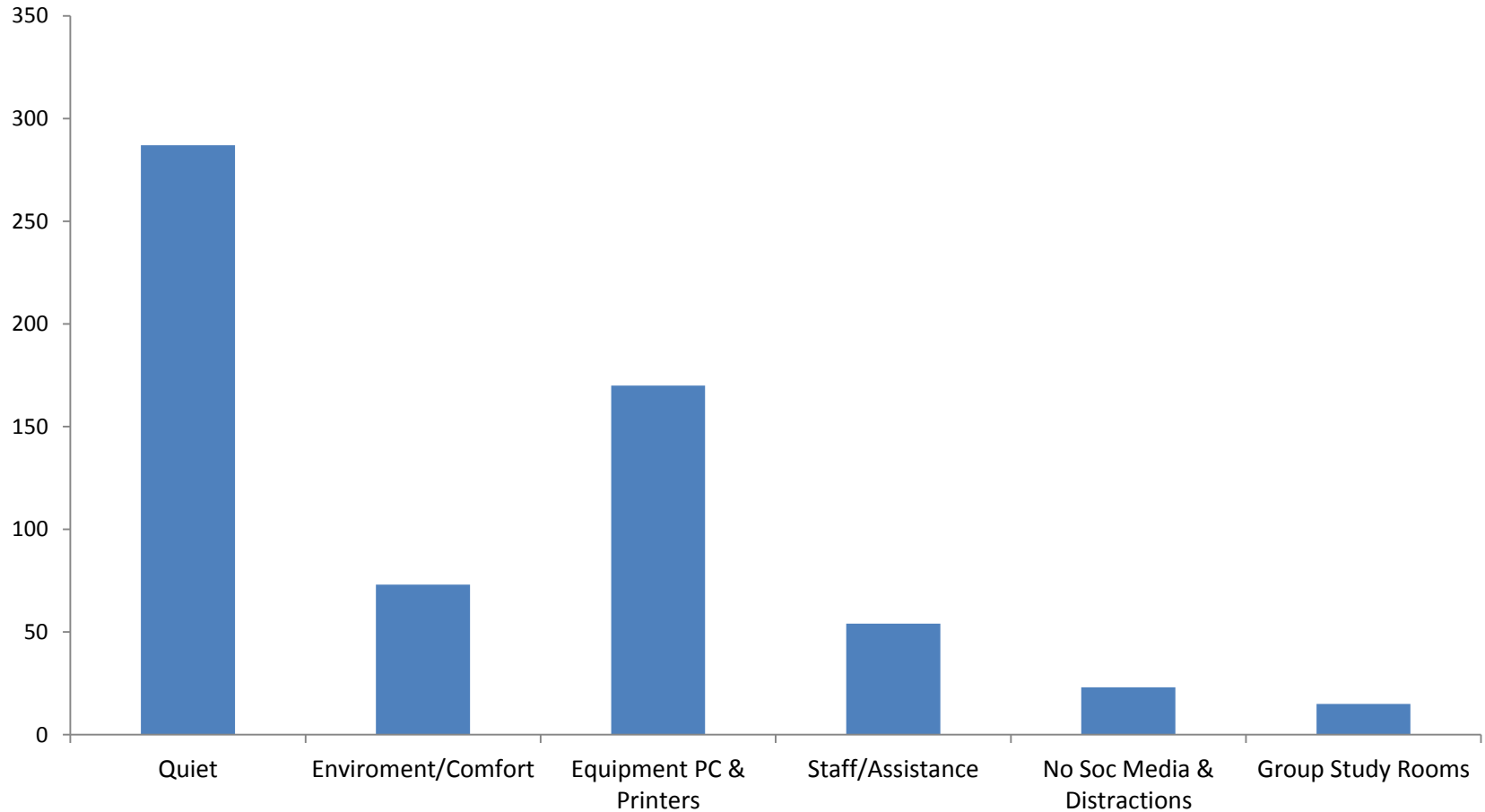
### Year of Study in KC



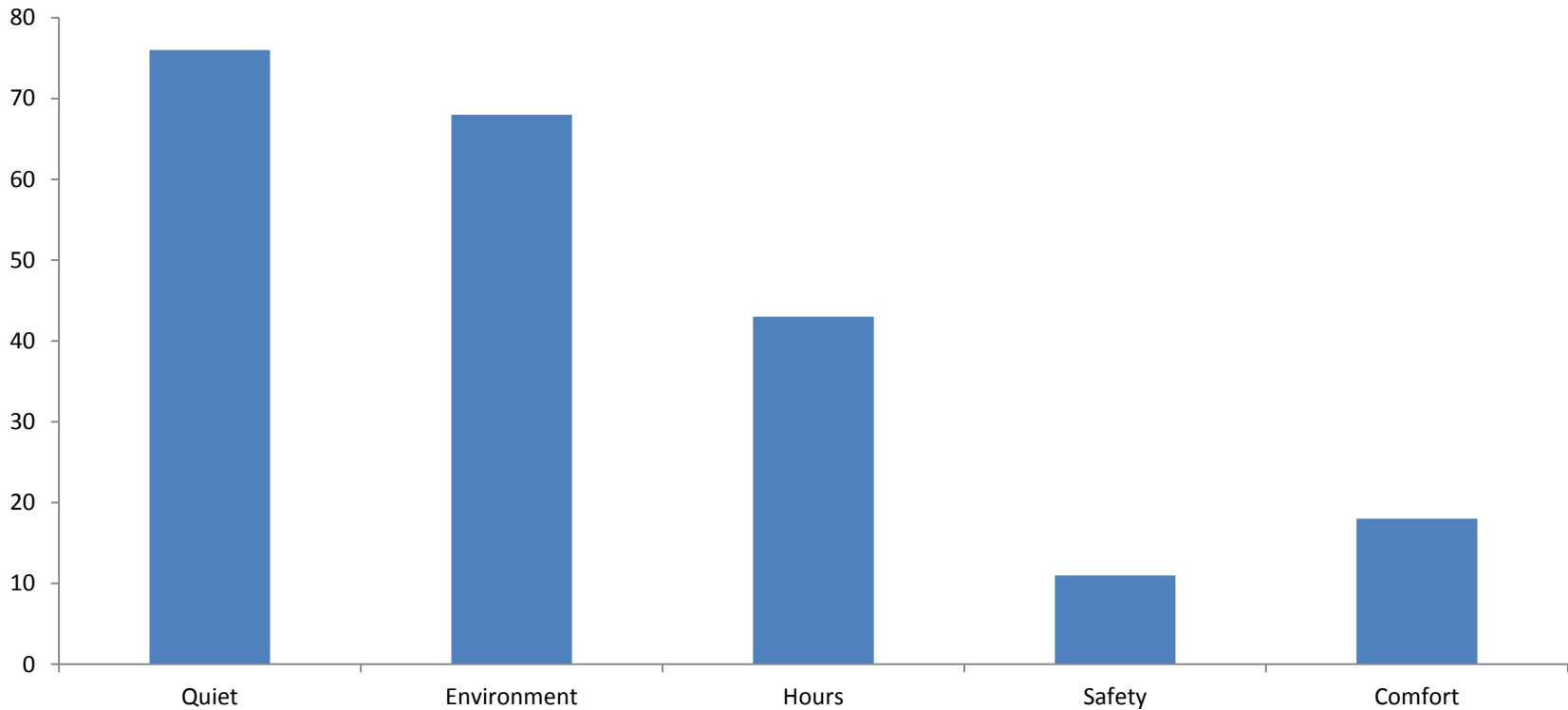
### Year of Study in 24/7



# What do you value most in KC?

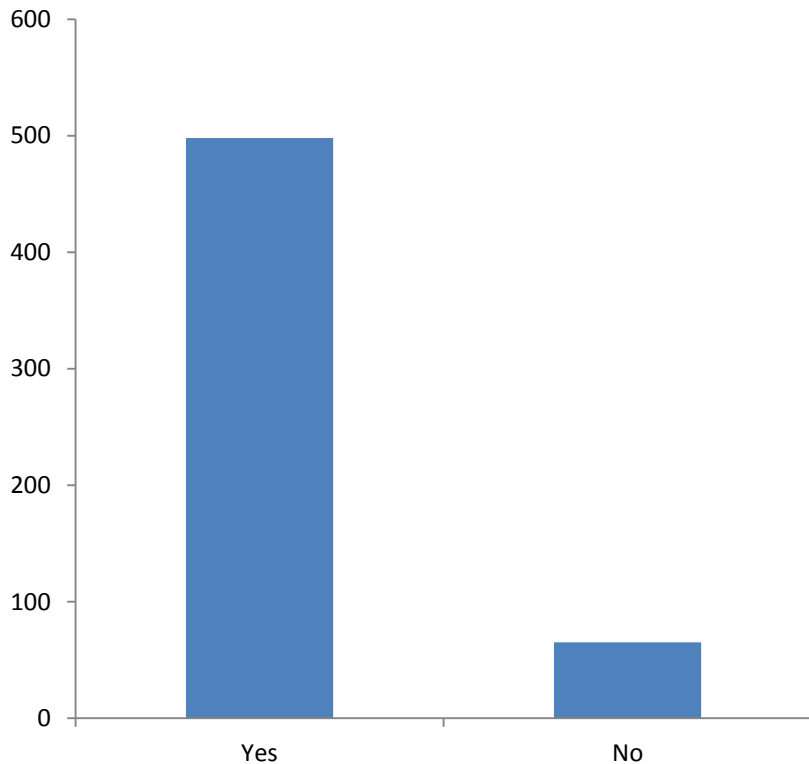


# What do you value most in 24/7?

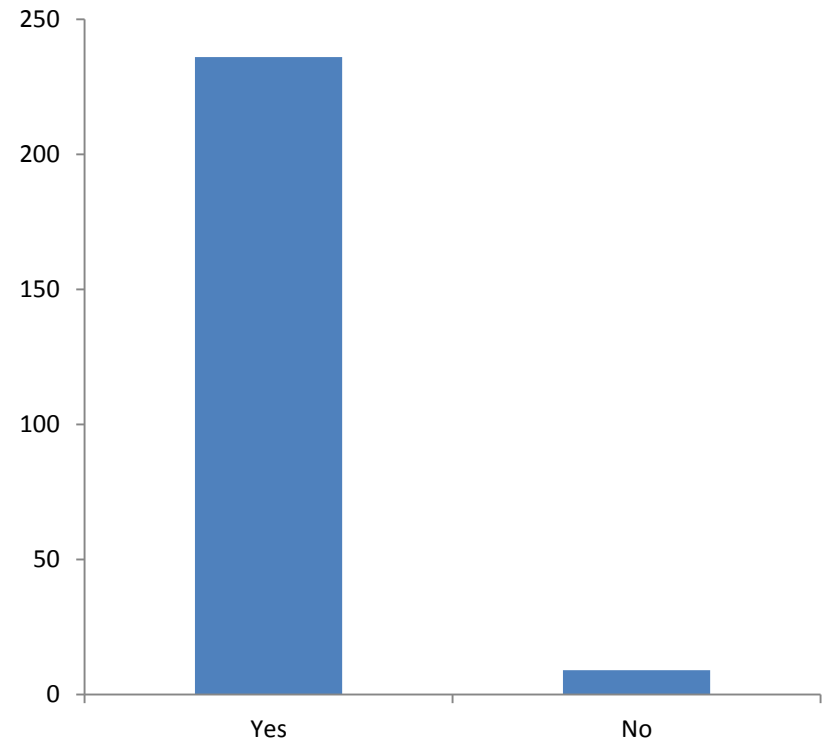


# Does using this facility enable you to get better marks?

### Better Marks in KC?



### Better marks in 24/7?





# Tangible evidence:

- Students value silence & working in the Library
- They want to work in the Library rather than in other computer labs on campus
- They think this helps them to get better marks



By providing excellent learning opportunities in supportive environments, Library contributes to UCT Mission!